

Campaigning for a Healthy Change: Some Issues to Consider in Mobilizing Communities

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Principles of community mobilization

- Identify & define the “problem”
- Involve community leadership
- Do a needs assessment
 - Most data are already available locally
 - The role of State and County agencies

Principles of community mobilization

- Communication & mobilization
 - Role of media
 - Role of community organizations
- A Model for planning & execution

“Social Problem”

- When is an issue a “problem”?
- Existence of a condition
 - Disparity in cervical mortality
- Defining the disparity as “unacceptable”
 - *No woman need die of cervical cancer!*
- Resolve to act & ameliorate
- Communication of “injustice” of the condition

Mobilizing the leadership

- Why involve the leadership?
 - Support for policy change
 - Resources
 - “legitimacy” to the issue

Mobilizing the leadership

- How to Identify the leadership
 - Developing an inventory
- *Community Reconnaissance Method*
 - Holders of positions –the *Positional approach*
 - Legislators, Representatives
 - Community Influentials
 - Sectoral leadership –the *Actors*
 - Health Care Providers & Usual source of Care

Community Organizations

- Inventory of community organizations
 - Faith-based groups/Churches
 - Women's groups
 - Groups working with the poor
 - Local service groups

Role of Mass media

- Why media are important?
 - Create the legitimacy for elimination of disparity
 - Help in defining the issue/s for the publics
 - Media coverage amplifies an issue
 - Make the problem of cervical cancer salient
 - Promote publics knowledge
 - Provide mobilizing information

How to involve the media

- Get to know the media executives
 - Publishers/General Managers
 - Editors
- Committed to the community
- Include on advisory & planning committees
- Build relationship with the reporters

- How media report?
 - Beat system & routine reporting
 - News releases
 - Media events
 - The power of drama
 - *You have a powerful story to tell*
- Nature of the newspaper and the community
 - Dailies & Weeklies

Elements of a mobilization campaign

- The message & its sponsors
- Audiences
- Partners
- Channels
- Time
- Impact Sought
- Evaluation/Impact Analysis



We can identify specific components
of each element for further
planning and analysis.

Table 1

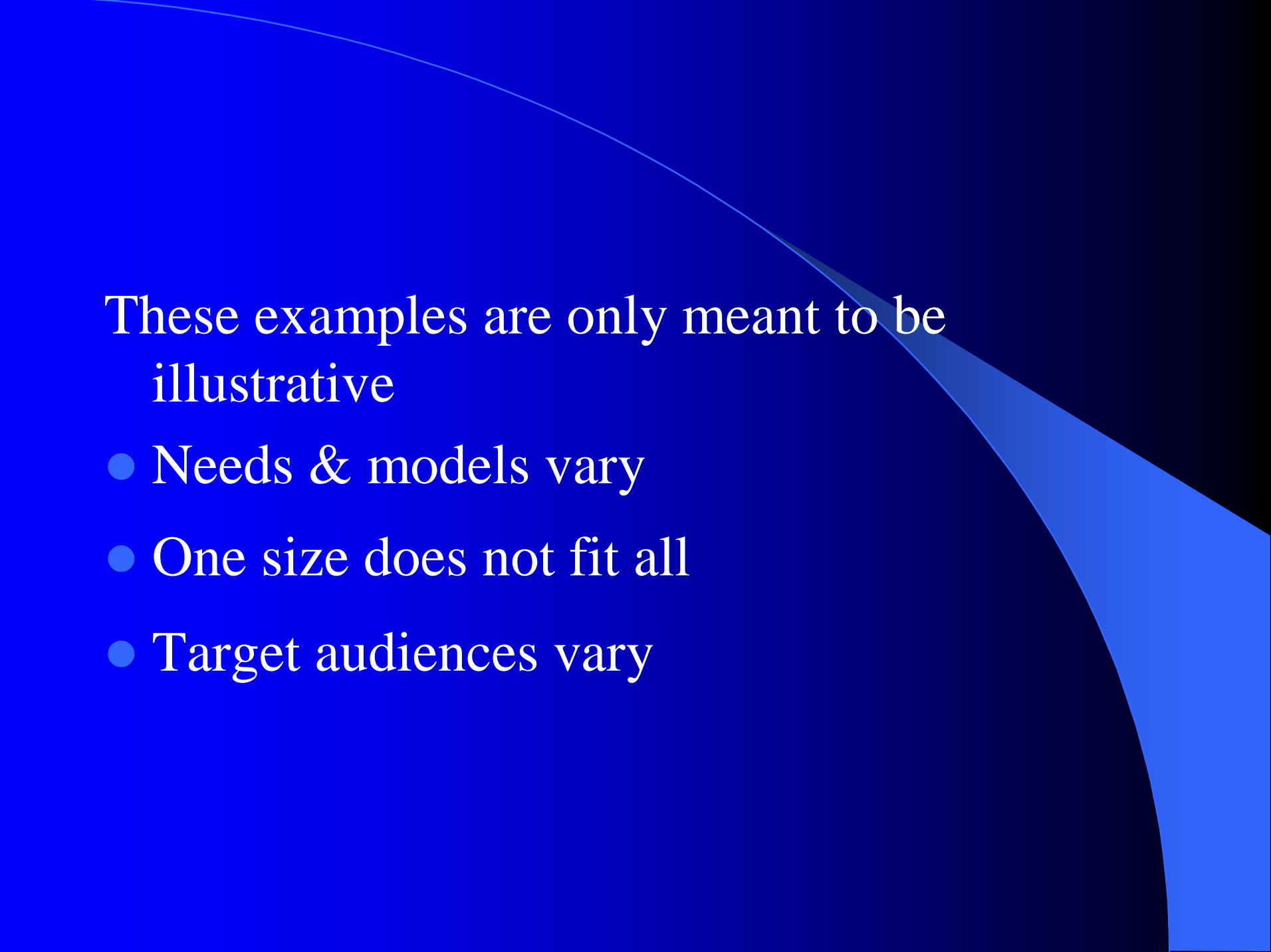
National Cancer Institute: A suggested matrix for Campaign Planning

Primary Sponsor	Message	Audiences	Partners	Strategy	Channels	Time	Impact Sought	Impact Analysis/ Evaluation
A community service group	Promote Screening for Cervical Cancer	Health Care Providers Primary Care Providers Clinics	Local chapter of ACS	Target providers of Usual Source of Care	Meetings with local professional Associations Targeted mailings and newsletters One-to-one Meetings	16 mos.	Change in clinical practice	Adoption of screening Track screening Rates

Table 2

National Cancer Institute: A suggested matrix for Campaign Planning

Primary Sponsor	Message	Audiences	Partners	Strategy	Channels	Time	Impact Sought	Impact Analysis/ Evaluation
A community Service group	Promote funding of cervical Cancer screening for the poor	Legislature Federal Agencies General Public Policymakers	Community groups working with the poor Local leadership	Target Legislators Enlist support of other interested parties Build public support	Meetings with key legislators Community Meetings Media events	12 mos.	System change: Subsidy For routine medical servcies Policy change	Funding Public support

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These examples are only meant to be
illustrative

- Needs & models vary
- One size does not fit all
- Target audiences vary

Some considerations in planning for mobilization

- Enlisting Partners
- Opinion Leaders
- Characteristics of the Audience
 - Segmentation
 - Size
 - Profile

Some considerations in planning for mobilization: Channels

- Channel Characteristics
- Credibility
- Mass, Organizational and Interpersonal Channels
- Audience Size
- Costs

Some considerations in planning for mobilization: Channels

- Be creative in using different channels
- Channel Mix
- Channel use varies by audience subgroups
 - Radio to reach certain audience groups
 - Community organizations/agencies
- Audience Size
- Costs

Some considerations in planning for mobilization: Time & System

- System Characteristics
 - Incentives versus barriers
 - Complexity of the System
- Complexity of the message

Some considerations in planning for mobilization: Impact

- Individual or System change
- What are the endpoints?
- Defining appropriate Outcomes
- Nature of Impact

Potential Endpoints

- Individual awareness
- Change in Behavior
- Clinical Practice
- Promoting access
- Increased funding
- Change in policy



Where do we go from here?

And, how do we get there?